

Dear Community Member,

The Sonoma County Economic Development Board is accepting applications for board members for the new Outdoor Recreation & Hospitality Business Council, due by Wednesday the 31st August, 2016.

The Council is a new, county-wide organization designed specifically to help outdoor recreation and hospitality businesses flourish, by facilitating collaboration among these two sectors to address joint challenges and emerging opportunities together.

The Council offers the opportunity to:

- Connect with other businesses within the industry for strength in numbers
- Develop high-impact initiatives to cultivate the outdoor recreation and hospitality sectors
- Tackle issues & opportunities related to workforce development, permits, licensing, etc.
- Enjoy the benefits of shared resources and experience
- Be a valued voice in a body representing some of the fastest-growing sectors in the county

The Council will be dedicated to fostering healthy, symbiotic relationships amongst the different groups of these particular industries, enabling collaborative outcomes that can contribute to a stronger economy.

Please find information enclosed on the Outdoor Recreation & Hospitality Business Council, in addition to a position description and application form for the Board member role. We hope that you will apply to help us in enriching our outdoor recreation and hospitality industries.

The Outdoor Recreation & Hospitality Business Council is an initiative of



In collaboration with our partners





Sonoma County Outdoor Recreation & Hospitality Business Council

Now accepting applications for
Council Members

Outdoor Recreation - a sector which encompasses manufacturers, retailers, water sports, bicycling, golfing, camping, hiking, equestrian, running, hunting, rock climbing, aerial sports and more - is one of the fastest-growing industries in Sonoma County. Furthermore, it has proven itself as a uniquely diverse and thriving industry for the county, to be an important source of economic vitality for the foreseeable future.

A 2015 survey conducted by the Economic Development Board discovered that 2 of the 3 most attractive 'pull' factors for tourists in Sonoma County were outdoor recreation and the natural scenery. In addition, 56% identified cycling as a promising source for economic vitality in the region, with hiking (40%) and water activities & recreation (19%) also mentioned.

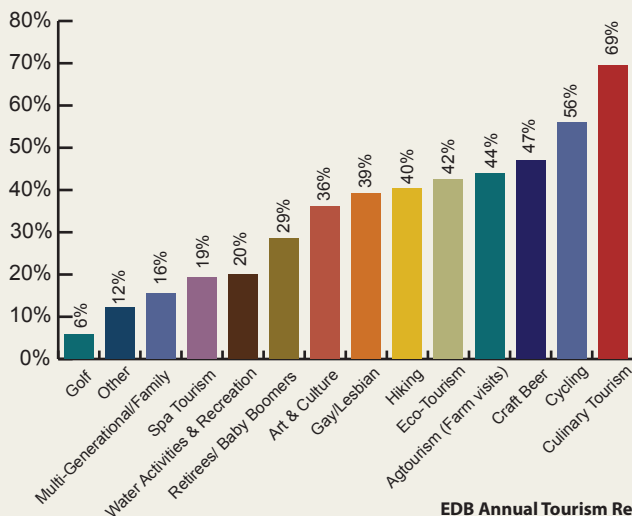
The Sonoma County Outdoor Recreation & Hospitality Business Council is intended to act as a formal forum, convening leaders in the industry as they identify issues and opportunities and tackle them more effectively together.



Hospitality

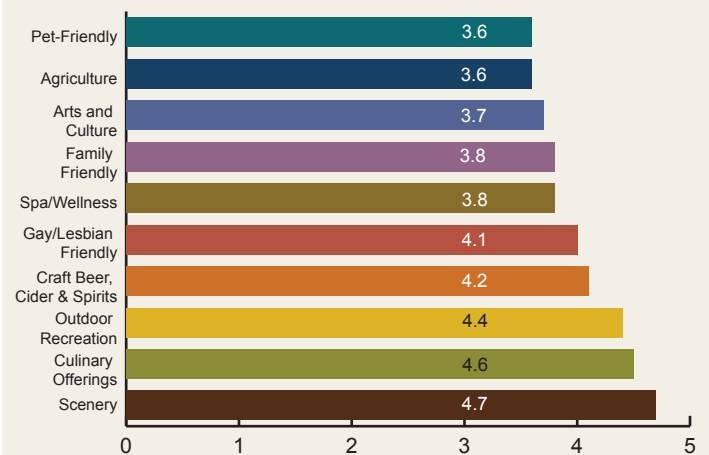
As already indicated, tourism, hospitality and outdoor recreation are intrinsically interdependent – with a strong tourism/hospitality industry contributing to a strong outdoor recreation industry and vice versa - yet there is no formal infrastructure through which these sectors can collaborate together. The Council works to address this gap by ensuring the hospitality industry's involvement in the work of the new body, through continued liason with the Sonoma County Tourism Bureau, to further facilitate its already important contributing role in the growth of these economic spheres.

**Niche Market Opportunities for Sonoma County, 2015
(Respondent - Based)**



EDB Annual Tourism Report 2015

**Pull Attractions in Sonoma County, 2015
(Excludes Wine, Respondent Based)**



EDB Annual Tourism Report 2015

Key Objectives:

1. Convene outdoor recreation and hospitality business together to approach common issues and opportunities (e.g. permits and licensing, workforce development).
2. Support the local outdoor recreation and hospitality industries with business development initiatives.
3. Integrate the outdoor recreation and hospitality strategy with the county's related cluster development initiatives.
4. Represent the voices of those working in the industry.
5. Work with Sonoma County Tourism to more effectively promote the county as a premier destination for outdoor recreation.



Council Opportunities



CONNECTION

- Be part of a new industry partnership, operated by a growing network of organizations and entrepreneurs.
- Stay updated on current issues and trends surrounding your industry

COLLABORATION

- Enjoy the benefits of shared resources and experience
- Develop high-impact initiatives to cultivate the outdoor recreation and hospitality sectors.



COORDINATION

- Uncover common skill challenges within industry clusters and apply pooled resources to address them
- Formulate shared messaging and marketing strategies

COMMUNICATION

- Promote and build effective communication networks
- Be a valued voice in a body that represents some of the fastest growing sectors in the county.

Stay Connected

Stay updated with the EDB on Facebook and Twitter

Attend training workshops and more....

Council Partners:



Please be aware that the Outdoor Recreation & Hospitality Business Council is **not** an advocacy group and remains impartial regarding issues of a political nature. For such matters, the Council will make referrals to other appropriate organizations, with marketing affairs also being delegated to the Sonoma County Tourism Bureau.

Learn more about the Outdoor Recreation Business Council:

Contact the Sonoma County Economic Development Board

141 Stony Circle, Suite 110

Santa Rosa, CA 95401

EDB@sonoma-county.org

(707) 565-7170

Outdoor Recreation & Hospitality Business Council
Position Description

Mission

The Outdoor Recreation & Hospitality Business Council is a county-wide network designed to help outdoor recreation and hospitality businesses flourish, by facilitating collaboration among these two sectors – which represent two of the most successful industries in the county - to address joint challenges and emerging opportunities together.

Structure

The Sonoma County Outdoor Recreation & Hospitality Business Council consists of 15 members who represent the outdoor recreation and hospitality business sector. At least 10 members will have experience working directly in outdoor recreation and/or hospitality, while the additional 5 can be drawn from related professional organizations. A Technical Advisory Committee will consist mainly of public agencies in order to assist the Council when necessary.

Responsibilities

Interpret, encourage and promote the mission of the Outdoor Recreation & Hospitality Business Council and provide leadership and strategic guidance at monthly meetings.

- **Guide** the activities of the Council to serve the goal of further growing Sonoma County's outdoor recreation and hospitality industries.
- **Represent** the Outdoor Recreation Business Council and act as an ambassador for the programs to the community.
- **Suggest** programs and policies to enhance the services of the Council.
- **Provide and leverage resources** – financial and intellectual – to advance the mission of the Outdoor Recreation & Hospitality Business Council.
- **Support** decisions, policies and programs adopted by the Outdoor Recreation & Hospitality Business Council.
- **Abstain** from any action that might lead to conflict of interest.

- **Refer** advocacy issues to appropriate groups, and matters of marketing to Sonoma County Tourism.

Required/Preferred Background

- Extensive professional experience with significant leadership accomplishments in the outdoor recreation and/or hospitality industry.
- Experience in or a critical understanding of the outdoor recreation and/or hospitality industry in Sonoma County and elsewhere.
- Ability to leverage resources – financial and otherwise – within and across sectors
- Highly developed network of professional resources that can advance the Council's objectives.
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, facilitating and building consensus among diverse individuals
- Demonstrated commitment to the health and vitality of Sonoma County
- Integrity, credibility, and a passion for improving the lives of those in the outdoor recreation and/or hospitality industries and the residents of Sonoma County.

Term/Time Commitment

Membership terms last 3 years. Members will be required to attend all Outdoor Recreation & Hospitality Business Council board meetings (2-hour quarterly meetings, though initial frequency may be higher during the launch stage), special meetings (periodically) and any meetings of committees to which s/he is assigned. Members are also invited and encouraged to attend Outdoor Recreation & Hospitality Business Council events (workshops, forums, etc.). Members may be called upon to make community presentations as ambassadors for the Outdoor Recreation Business Council. Total meeting time commitment will be no more than 10 hours annually. Outside meeting and event work can range from 10-20 hours annually.

Due August 31st, 2016

**Sonoma County Outdoor Recreation & Hospitality Business Council
Board Member Application Form**

Name _____

Address _____

Email _____

Work Phone Number _____

Cell Phone Number _____

Current Position and Employer _____

Employer's Type of Business and Location _____

Please list boards and committees that you serve on, or have served on (business, non-profit, community, etc.)

Organization	Role/Title	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please circle area(s) of expertise/contribution you feel you can make to further the mission of Outdoor Recreation Business Council:

Strategic Planning

Community Influence

Finance

Technology

Outreach and Communications

Networks

Other _____

Other _____

Other _____

Why are you interested in serving on the Sonoma County Outdoor Recreation and Hospitality Business Council?

What type of leadership roles have you held, and what is your leadership style?

What experience do you have in the outdoor recreation and/or hospitality industry?

List three goals that you would like to help the Outdoor Recreation & Hospitality Business Council achieve as a Board member:

1.

2.

3.

Please attach your resume with this application and send via email to Alex.Avard@sonoma-county.org or by post to 141 Stony Circle, Suite 110, Santa Rosa, CA 95401. Deadline is the 31st August 2016.